Quick-Start Guide to
EVALUATION & IMPACT

DIGITAL LITERACY FOR LIBRARIANS
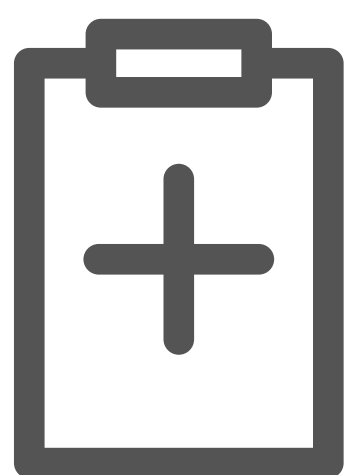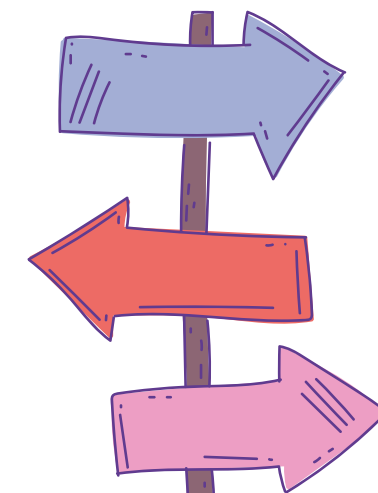
1. THE AUDIENCE

Who will be using the results from the evaluation? What do stakeholders care to know? Include user-facing staff.

2. GOALS & PURPOSE

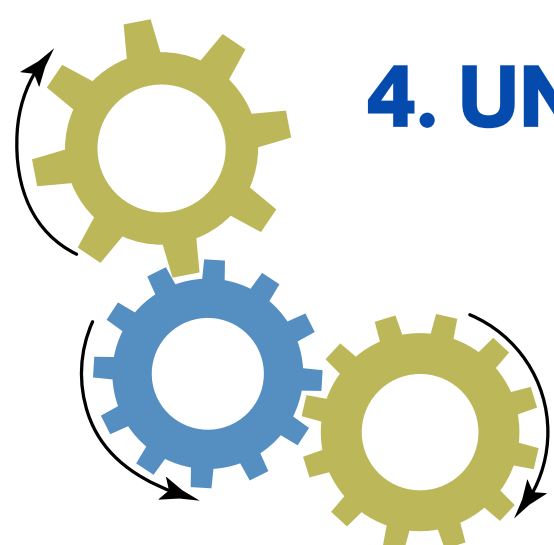Define measurable goals. Do you want increased attendance? Better web usage? What does success look like for this service?

3. MEASURABILITY

How do you measure success? If you want everyone to be satisfied, how do you measure satisfaction? Agree on indicators.

4. UNDERSTAND PROCESS

Root yourself in reality by running through the steps users have to take to engage with your service.

5. CHOOSE A TYPE

Choose a type of evaluation (ie. Goals, Process or Outcomes Based) depending on the purpose of evaluation.,

6. CHOOSE A METHOD

Decide whether surveys, interviews, observation, focus groups or another method works best for you.

7. MAKE A BUDGET

Make a budget and choose tools and resources within that budget. Outsource or recruit volunteers as needed.

8. PLAN OF ACTION

What are the smaller steps you need to accomplish to complete the evaluation process? Make a list.

9. IMPLEMENT & ORGANIZE

Who is in charge of each stage of evaluation? Work through evaluation and organize results in one place.

10. EVALUATE & ADAPT

Process the results, make changes to library services, and package data to present to stakeholders.